

What Is Claimed Is:

1. A gamma reference voltage generating circuit in a liquid crystal display, comprising:
  - a first gamma power unit outputting a first gamma voltage for a reflective driving mode of the liquid crystal display;
  - a second gamma power unit outputting a second gamma voltage for a transmissive driving mode of the liquid crystal display; and
  - a switching unit selecting one of the first gamma voltage of the first gamma power unit and the second gamma voltage of the second gamma power unit, and outputting the selected gamma voltage to a source driving circuit.
2. The circuit according to claim 1, wherein the switching unit is synchronized with an ON/OFF switch of a backlight source.
3. The circuit according to claim 1, wherein the first gamma power unit includes a first resistance different from a divided voltage resistance of the second gamma power unit.

4. The circuit according to claim 1, wherein the first and second gamma power units use different power voltages.

5. The circuit according to claim 1, further comprising a buffer buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.

6. A gamma reference voltage generating circuit in a liquid crystal display, comprising:

a DC/DC converter generating a first power  $V_{DD1}$  and a second power  $V_{DD2}$  for one of a reflective driving mode and a transmissive driving mode;

a switching unit selecting and outputting one of the first power and the second power;

a first gamma power unit inputting the first power from the switching unit and outputting a first gamma power;

a second gamma power unit inputting the second power from the switching unit and outputting a second gamma power;

a first common power unit inputting the first power from the switching unit and outputting a first common voltage; and

a second common power unit inputting the second power from the switching unit and outputting a second common voltage.

7. The circuit according to claim 6, wherein the switching unit is synchronized with an ON/OFF switch of a backlight source.

8. The circuit according to claim 6, further comprising a buffer buffering the first and second gamma voltages output from the first and second gamma power units, and applying the buffered voltage to a source driving circuit.

9. A liquid crystal display device, comprising:

a liquid crystal display panel;

a source driving circuit connected to the liquid crystal display panel;

a gate driving circuit connected to the liquid crystal display panel;

a first output unit producing a first voltage during a reflective driving mode of the liquid crystal display panel;

a second output unit producing a second voltage during a transmissive driving mode of the liquid crystal display panel; and

a switching unit selecting one of the first and second voltages, and outputting the selected voltage to the source driving circuit.

10. The circuit according to claim 9, wherein the switching unit is synchronized with an ON/OFF switch of a backlight source of the liquid crystal display panel.

11. The circuit according to claim 9, wherein the first output unit includes a first resistance different from a divided voltage resistance of the second output unit.

12. The circuit according to claim 9, wherein the first output unit is supplied with a first power voltage and the second output unit is supplied with a second power voltage different from the first power voltage.

13. The circuit according to claim 9, further comprising a buffer buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.

14. A method for generating a reference voltage for digital/analog conversion in a source driving circuit of a liquid crystal display device, comprising the steps of:

providing a first voltage during a reflective driving mode of the liquid crystal display device;

providing a second voltage during a transmissive driving mode of the liquid crystal display;

selecting one of the first and second voltages; and

providing the selected voltage to the source driving circuit.

15. The method according to claim 14, further including the step of synchronizing the switching unit with an ON/OFF switch of a backlight source of the liquid crystal display.

16. The circuit according to claim 14, further including the step of supplying the first output unit with a first power voltage, and supplying the second output unit with a second power voltage different from the first power voltage.

17. The circuit according to claim 14, further comprising buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.